



**RESPIRATORY HEALTH ASSOCIATION<sup>SM</sup>**  
*of Metropolitan Chicago*

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April 28, 2008

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W., Room TW-A325  
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

I am writing to you concerning the relationship between our organization and Chicago radio station WILV "Love" fm, one of the Chicago radio stations with which our organization works to raise public awareness regarding lung disease. Our organization is an Illinois not-for-profit corporation and one of the oldest health non-profit organizations in Chicago. Our work is dedicated to fighting lung disease and promoting healthy lungs. We do so by supporting education, advocacy and research into the prevention and treatment of lung disease.

In September 2007, our organization held its first ever Hike for Lung Health, a charity walk that benefited more than a dozen lung health organizations in Chicago, including our organization. By inviting several charities to join us in this fundraising effort, we were able to maximize net revenue to the participating charities. Our challenge was to find an inexpensive way to promote the walk in the metropolitan Chicago community. Just as importantly, we needed to raise public awareness about the importance of lung disease research and programs in our community. Our approach was to form a partnership with WILV to promote the walk and educate the public regarding lung disease and the importance of healthy lungs.

WILV met and exceeded our expectations by providing our organization with a number of tools to promote our Hike for Lung Health:

- The station aired more than 40 public service announcements promoting our walk and our key messages.
- Station personnel provided us with 10 on-air mentions of the Hike and the importance of hiking for lung health.
- WILV provided on-site staff support on the day of the Hike, which helped to promote a festive atmosphere for our 1,000 hike participants.
- The station donated an estimated 20 hours of staff time to promote and support our efforts.
- Finally, the station provided us with on-line promotional support in advance of the Hike.

We understand the FCC is considering the adoption of additional rules and/or federal oversight of local radio stations. Based on our experience with WILV, we do not see any compelling need for such additional regulation. WILV is a responsible member of our community that is fully engaged in the promotion of the public good.

Respectfully submitted,

Joel J. Africk  
President and Chief Executive Officer

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President and  
Chief Executive Officer

*Formerly known as:*

*American Lung Association  
of Metropolitan Chicago\**  
(1993-2007)

*Chicago Lung Association*  
(1972-1993)

*Tuberculosis Institute of  
Chicago and Cook County*  
(1937-1972)

*Chicago Tuberculosis Institute*  
(1906-1937)

*\*Respiratory Health Association  
of Metropolitan Chicago is not  
affiliated with American Lung  
Association.*